Shane VonGunster

Designer with 7+ years of experience across
brand, digital, web and creative operations

View my portfolio: shanevong.com

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Melbourne, Victoria, Australia

Experience

WebLife Stores California, USA

Designer (Full-time)
Aug 2022 — Present

Branding & Graphic Design

- Designed brand identities, visual systems and marketing assets across 12+ brands, including major rebranding projects for newly acquired businesses.
- Created digital and print collateral, including brochures, social media graphics, advertisements, product imagery, infographics and promotional materials.
- Developed brand guidelines, reusable Figma templates and presentation systems, including automated Gamma presentations.

Digital Content & Marketing

- Produced approximately 48 pieces of weekly content across 12 brands with the creative team, covering social media, campaigns and promotional content.
- Edited short-form videos, long-form podcasts, promotional videos and thumbnails for digital and social platforms.
- Designed and delivered email marketing campaigns using Mailchimp and Klaviyo, applying A/B testing to improve engagement by approximately 40%.
- Planned and managed social media content, campaigns and publishing schedules across multiple brands.

Web, eCommerce & UX

- Designed and revamped eCommerce websites using Webflow, WordPress and Shopify, improving user journeys, visual design and conversion performance.
- Applied SEO, user testing, analytics and A/B testing to website optimisation projects, contributing to 35–45% higher conversions.
- Built reusable website components and promotional templates, reducing typical website launch timelines from four weeks to two.
- Applied accessibility principles and collaborated with developers and stakeholders to deliver responsive digital experiences.

Creative Operations & Collaboration

- Managed creative projects from brief to delivery, collaborating with marketing teams, developers and stakeholders across multiple brands.
- Developed creative workflows, SOPs and automation systems, improving team output by approximately 25% and reducing administration by 40%.
- Mentored four junior designers and researched 300+ AI tools to improve creative production and team workflows.

Realty Gate Muscat, Oman

Freelance Designer (Remote)
Jan 2023 – Nov 2025

- Designed print and digital collateral, including presentations, reports, infographics and marketing materials.
- Designed investment proposal decks for real-estate clients.
- Created social content aligned with brand messaging.
- Designed full website experiences and visual concepts.

Zirateh Colombo, Sri Lanka

Graphic Designer (On-site)
Nov 2021 - Aug 2022

- Created digital and social campaigns for 5+ brands.
- Produced and edited branded video content, including Time Keeper.
- Created motion graphics and multimedia content.
- Collaborated with teams and stakeholders from concept to delivery.

Code 30 Strategies Dubai, UAE

Freelance Designer (Remote)
Jan 2021 – Nov 2021

- Led branding and marketing for 10+ brands, including Mowe.
- Designed presentation decks for business proposals.
- Created social media content and motion graphics.

Blue Synergy Muscat, Oman

Graphic Designer (On-site)
Oct 2019 - Jan 2021

- Began as a photographer and videographer
- Designed social media visuals for brand campaigns
- Supported creative direction and daily content production

About me

Designer with 7+ years of international experience across branding, graphic design, digital marketing and creative operations. My expertise spans brand identities, rebranding, digital campaigns, print, eCommerce, web design and multimedia production across 12+ brands. I combine strong design fundamentals with UX/UI expertise, commercial awareness and creative technology to deliver impactful visual experiences. Beyond hands-on design, I've developed scalable design systems, streamlined workflows and introduced automation to improve creative efficiency and performance.

Education

Masters of Design

Swinburne University of Technology — Australia
Jul 2024 — Jul 2026

BA (Hons) Visual Communication Design

Academy of Design (Northumbria University) — Sri Lanka
Jan 2019 — Dec 2022

Skills

Creative Skill Set

- Graphic, Print & Brand Design
- Digital Marketing & Campaigns
- Content & Video Production
- Web, UX/UI & eCommerce
- Social Media & Email Design
- Typography & Layout
- SEO, Analytics & A/B Testing
- Creative Ops & AI Automation

Technical Skills

- Figma
- Webflow + Framer
- Wordpress + Shopify
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro + Final cut
- Klaviyo + Mailchimp

+ Many more (including AI tools)